

Welcome to the Sydney HubSpot User Group (Sydney HUG)



IAN
JACOB



@ianjacob

Digital Marketing Specialist
Search and Be Found

SYDNEY HUG CO-LEADER

#SydneyHUG

Sydney HUG Leaders



Tony Eades
Salted Stone



Craig Bailey
XEN Systems



Justin Theng
ALSOF Publishing



Moby Siddique
RedPandas Digital



Ian Jacob
Search & Be Found

ADMINISTRATIVE

- 5 mins Intro
- 30 mins keynote and Q & A
- *Short break*
- 20 mins Panel discussion
- Slides will be shared
- #SydneyHUG

AGENDA

- Conversational Growth Strategy
- HubSpot Experts 2019 Trends Panel
- Open Q and A



TONY EADES



@tonyeades

Chief Strategy Officer, **Salted Stone**
SYDNEY HUG CO-LEADER



JUSTIN THENG



@justintheng

Director, **ALSO**F Publishing
SYDNEY HUG CO-LEADER

#SydneyHUG

PRESENTATION

Conversational Growth Strategy

HUG Sydney | November 2018



THE OLD MODEL

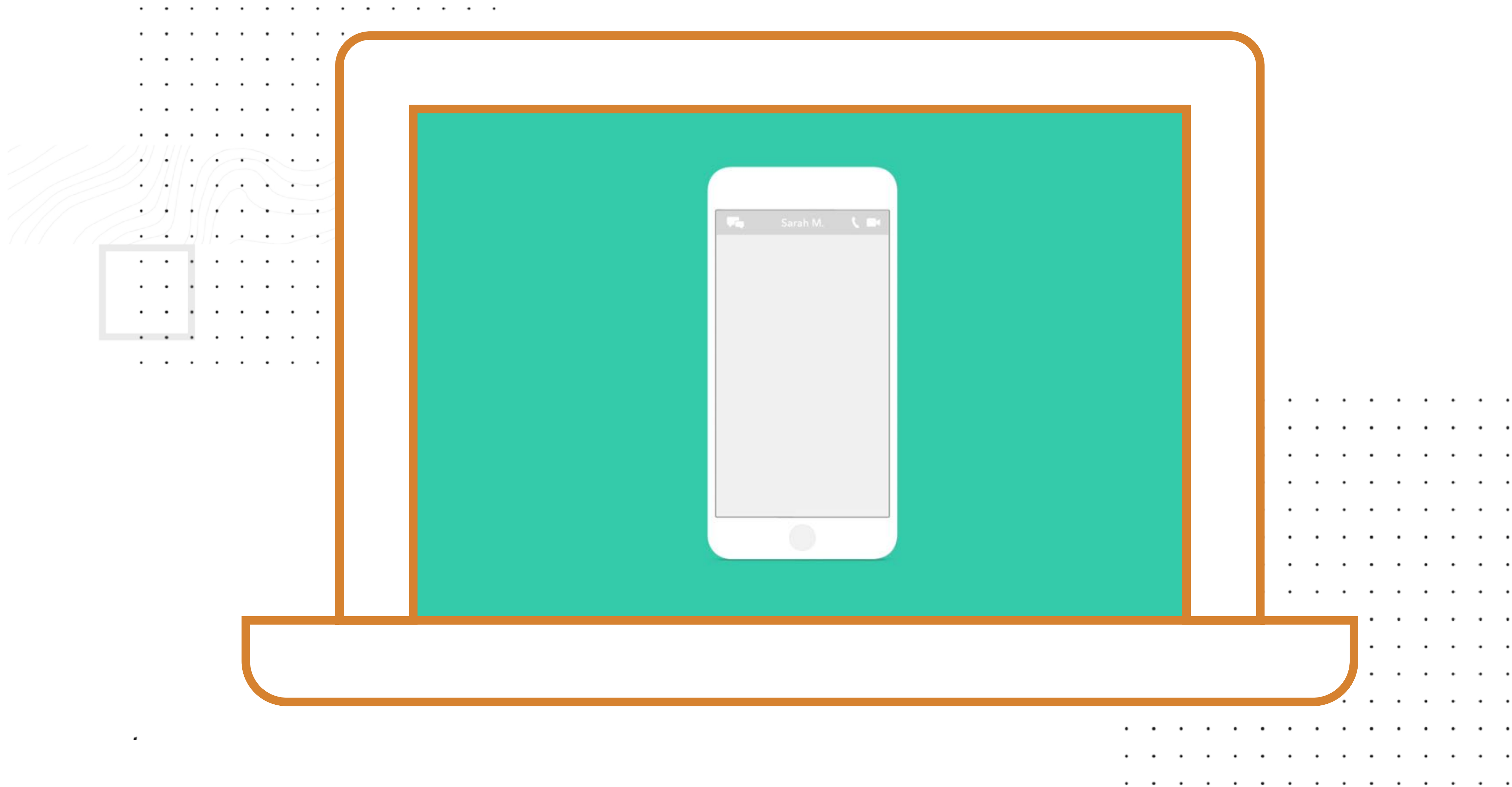
Slow
Bumpy
Expensive



THE NEW MODEL

Fast Flat Free



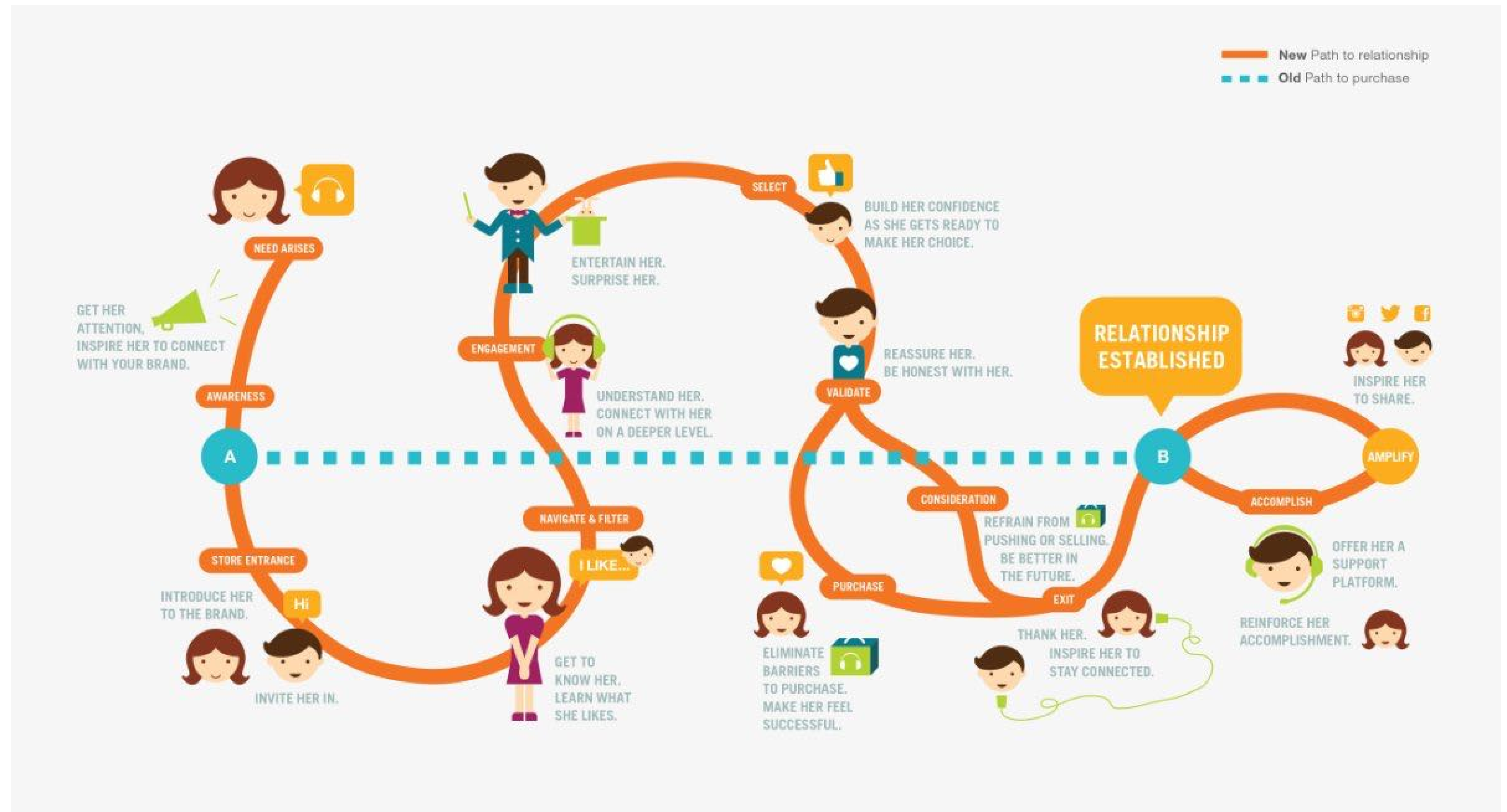


Today's buyer
knows what they
want and **when**
they want it.



TODAY'S NON LINEAR

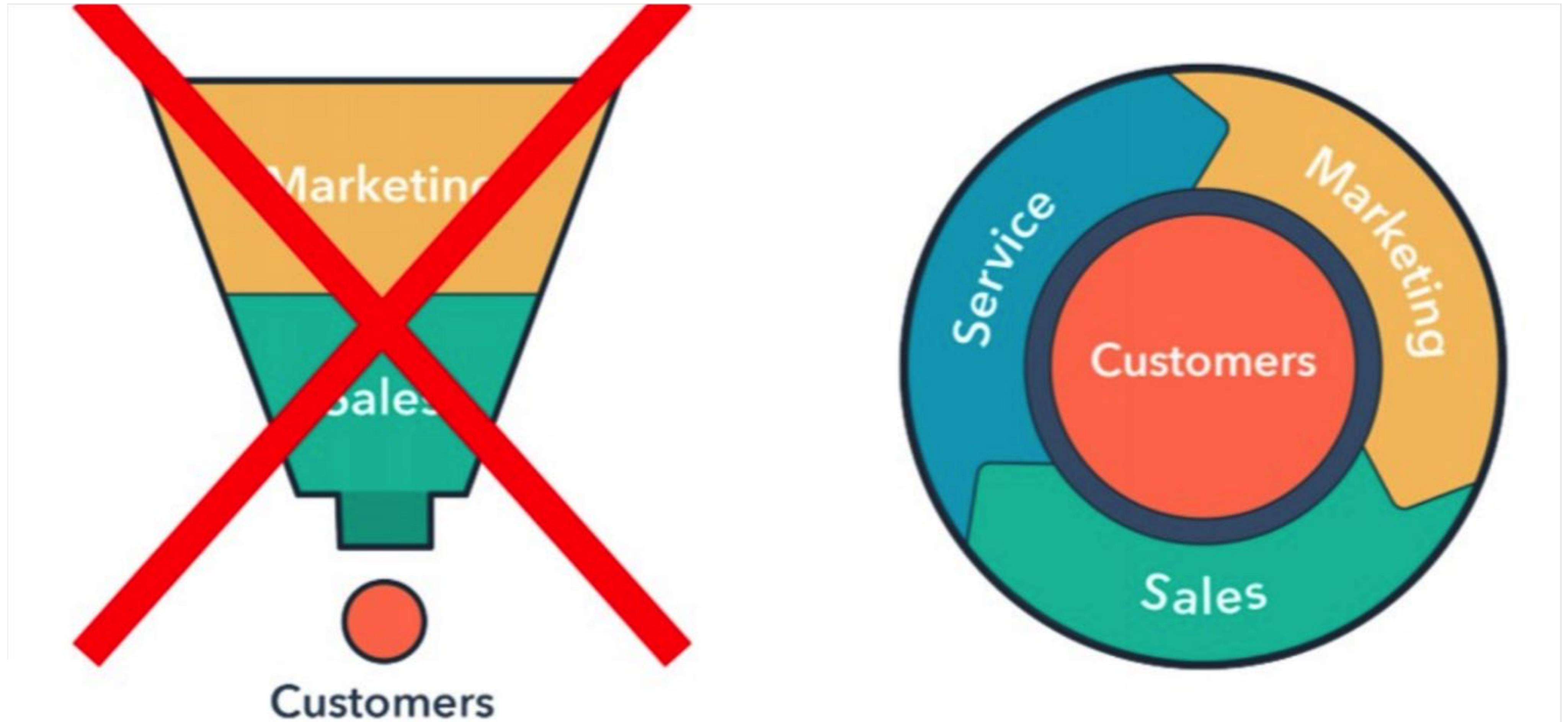
Buyer Journey



SaltedStone

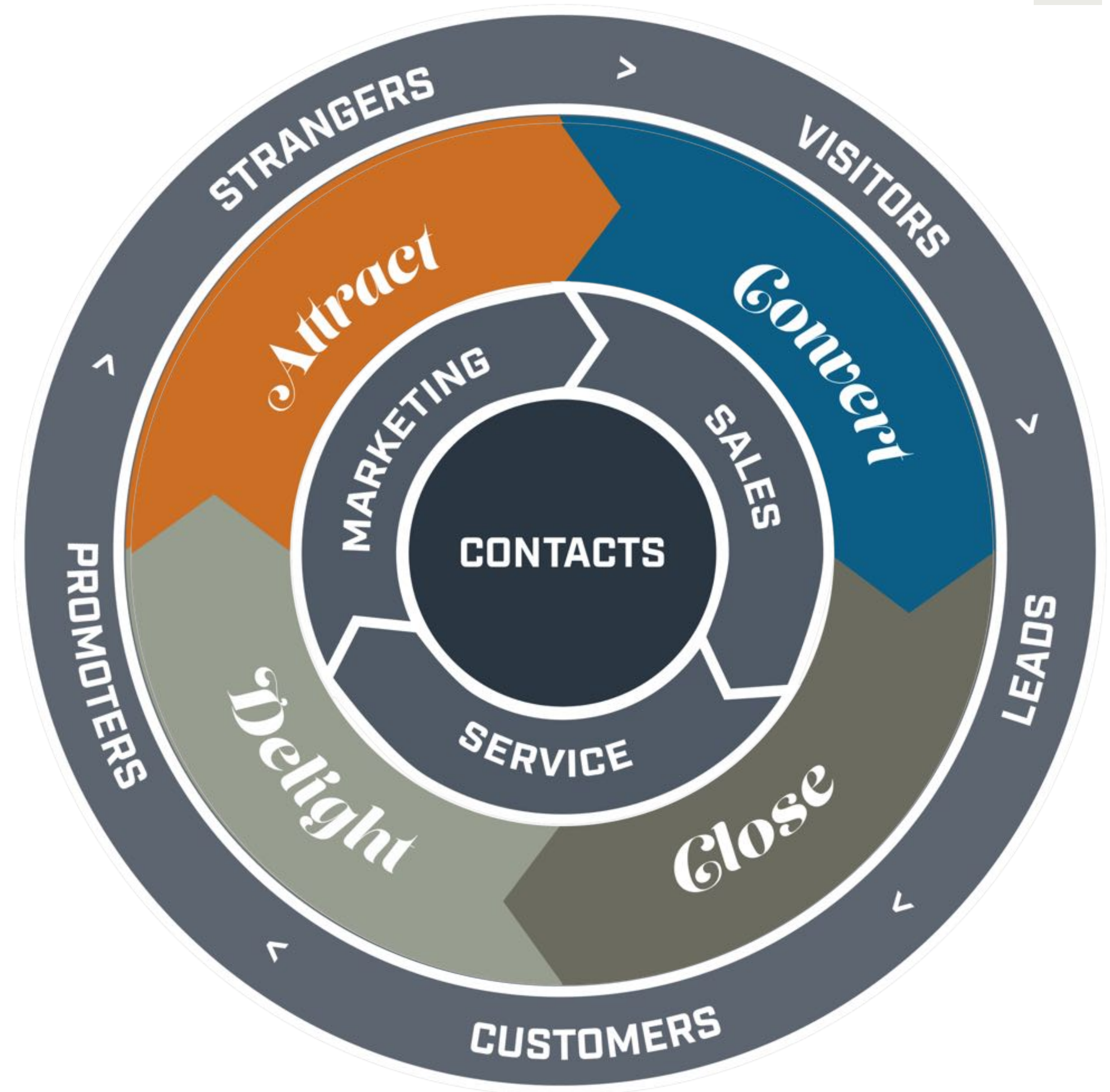
REMOVE THE FRICTION

Funnel v Flywheel



DIGITAL MARKETING TRENDS

A Customer Centric Approach





INB UND EXPERIENCE

INBOUND
MARKETING

INBOUND
SALES

INBOUND
SERVICE



Free Sleep Assessment

This assessment asks you 11 questions designed to see if you're at risk of a sleeping disorder. Your results will be sent to the email entered below.

First Name

Last Name

Email*

Let's Get Started

Interactive Offers

ResMed Malaysia



Free Sleep Assessment

This assessment asks you 11 questions designed to see if you're at risk of a sleeping disorder. Your results will be sent to the email entered below.

First Name

Glenn

Last Name

Purcell



High Risk

Thank you Glenn for completing the Sleep Assessment.

The results of your sleep assessment indicate that you may be at high risk of having sleep apnea. Sleep apnea is a serious health condition which, when left untreated, can lead to severe chronic health issues. The good news is that treating sleep apnea has been shown to improve patients' quality of life and may help improve your health.

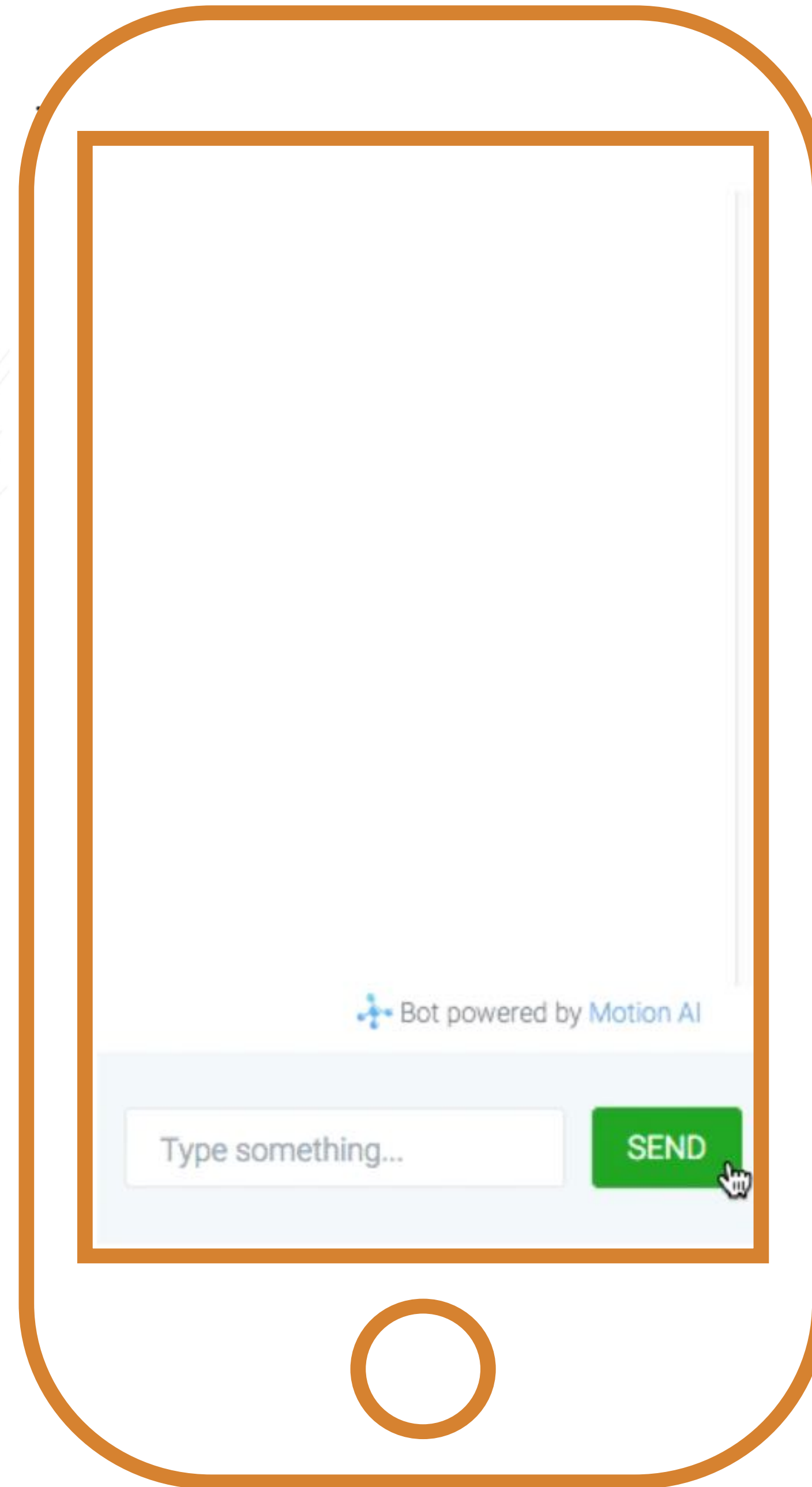
To find out about ResMed's sleep apnea product solutions see the link below. Your results also indicate you have a number of high risk factors that are affecting your lifestyle. If you are concerned about your sleeping patterns and the effects of sleep apnea read our article linked below and make sure you book an appointment to speak to your doctor.

[What is Sleep Apnea?](#)[Explore ResMed's Products](#)

Instant Results

24/7 Communication with the customer

CONVERSATIONAL Experience



FRITICIONLESS EXPERIENCE

Age of Voice





PRODUCT'S IN ACTION

Custom Slack Notifications

Keep your team connected to your customers everywhere they go with HubSpot's native Slack integration. Send notifications in Slack based off conditions and triggers using Workflows in HubSpot.

Available Now | All Enterprise Products

The image shows a screenshot of the HubSpot interface for configuring a Slack notification. It features two overlapping modal windows. The background modal, titled "Select an action", has a search bar labeled "Search actions" and a list of actions. The foreground modal, titled "Send Slack notification", contains a "Send notification to" section with a dropdown menu showing "@quintin" and "#dings". Below this is a search bar labeled "Search for users or channel". The results are categorized into "Users" and "Channels". Under "Users", there are four entries: "Quintin Marcus (@quintin)" (checked), "Mark Hazlewood (@marklar)", "Bella Wu (@bella)", and "Amanda Jensen (@ajensen)". Under "Channels", there is one entry: "#dbs". At the bottom of the foreground modal, there are two buttons: "Add to a static list" and "Remove from a static list", both featuring a group of people icon.

Select an action

Search actions

Send Slack notification

Send notification to

@quintin x #dings x

Search for users or channel

Users

- ☒ Quintin Marcus (@quintin)
- ☐ Mark Hazlewood (@marklar)
- ☐ Bella Wu (@bella)
- ☐ Amanda Jensen (@ajensen)

Channels

- ☐ #dbs

Add to a static list

Remove from a static list

Custom Bots

Deploy useful bots that can assist with simple requests like surfacing relevant help documentation, routing inquiries to the right team, booking appointments, and more. Use custom code to handle any type of inquiry.

Available Now | All Enterprise Products

Action

Get name

Hi there! I will be h

Email address

Thanks First name
get disconnected

Number of emplo

Can you tell me ho

1-5 5-10

Deploy inline code

Nickname *

Lookup catalog in DB

View logs

Runtime Environment

Node.js 4.3

Node.js 6.10

Node.js 4.3

Java 8

Python 3.6

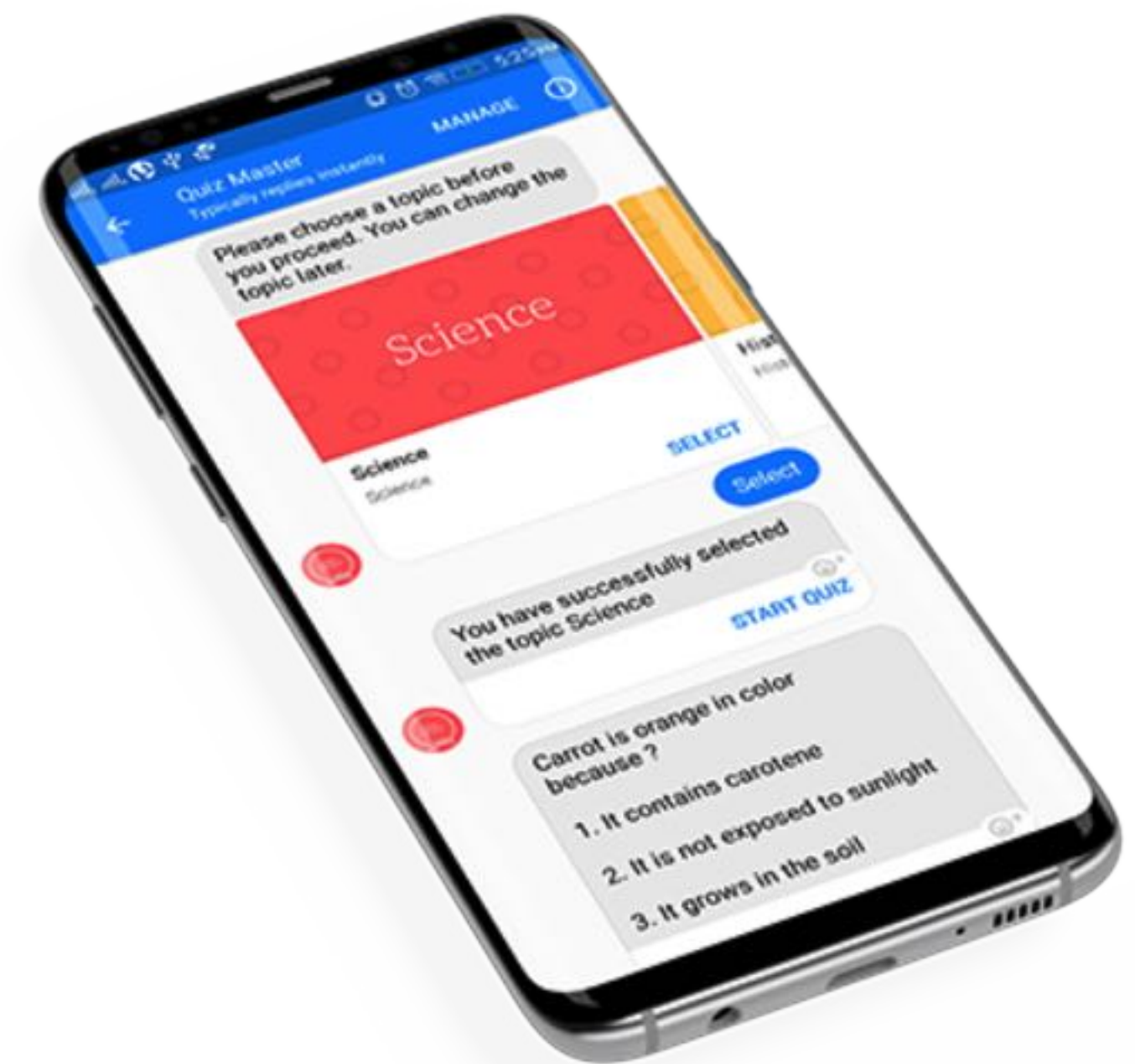
```
1 exports.handler = (event, context, callback) => {
2
3   var responseJSON = {}
4   "continue": true, // "true" will result in Moti
5   "customPayload": "", // OPTIONAL: working data
6   "quickReplies": null, // OPTIONAL: a JSON strin
7   "cards": null, // OPTIONAL: a cards JSON object
8   "customVars": null, // OPTIONAL: an object or s
9   "nextModule": 1227738 // OPTIONAL: the ID of a module to follow this Node JS
10 }
11
12 var email,
13   managerEmail,
14   team,
15   subject,
16   companyName,
17   customerRegion,
18   customerStatus,
19   issueType,
20   mrr,
21   customerSite,
22   timing,
23   description;
24
25 event.replyHistory = JSON.parse(event.replyHistory);
26
27 for (var i = 0, len = event.replyHistory.length; i < len; i++) {
28
```

You may interact with third party services and systems and return data that manipulates the conversation. Read our documentation [here](#).

Save Cancel

DELIVERING THE EXPERIENCE

Craft the narrative **first**.
Build the bot **second**.





The least “technologically enabled” members of the team often have the most impact in the development of the conversational design

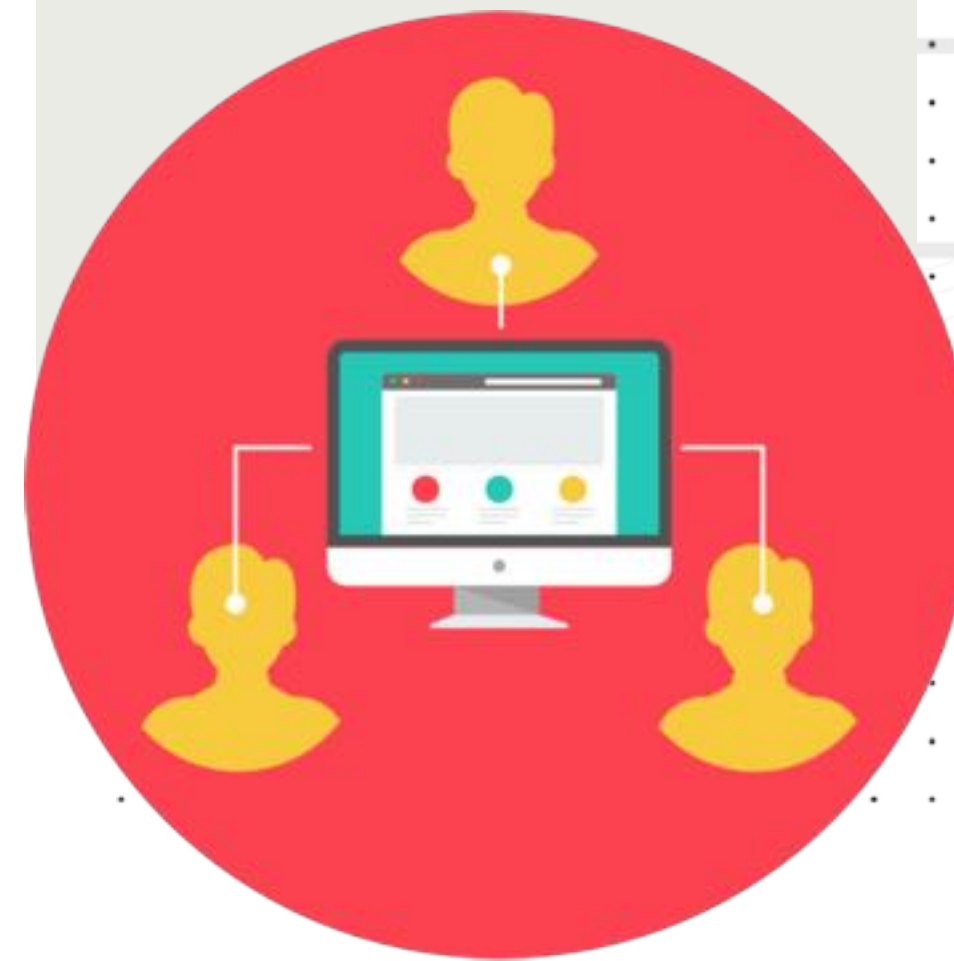
BUILDING THE EXPERIENCE

Bot Considerations

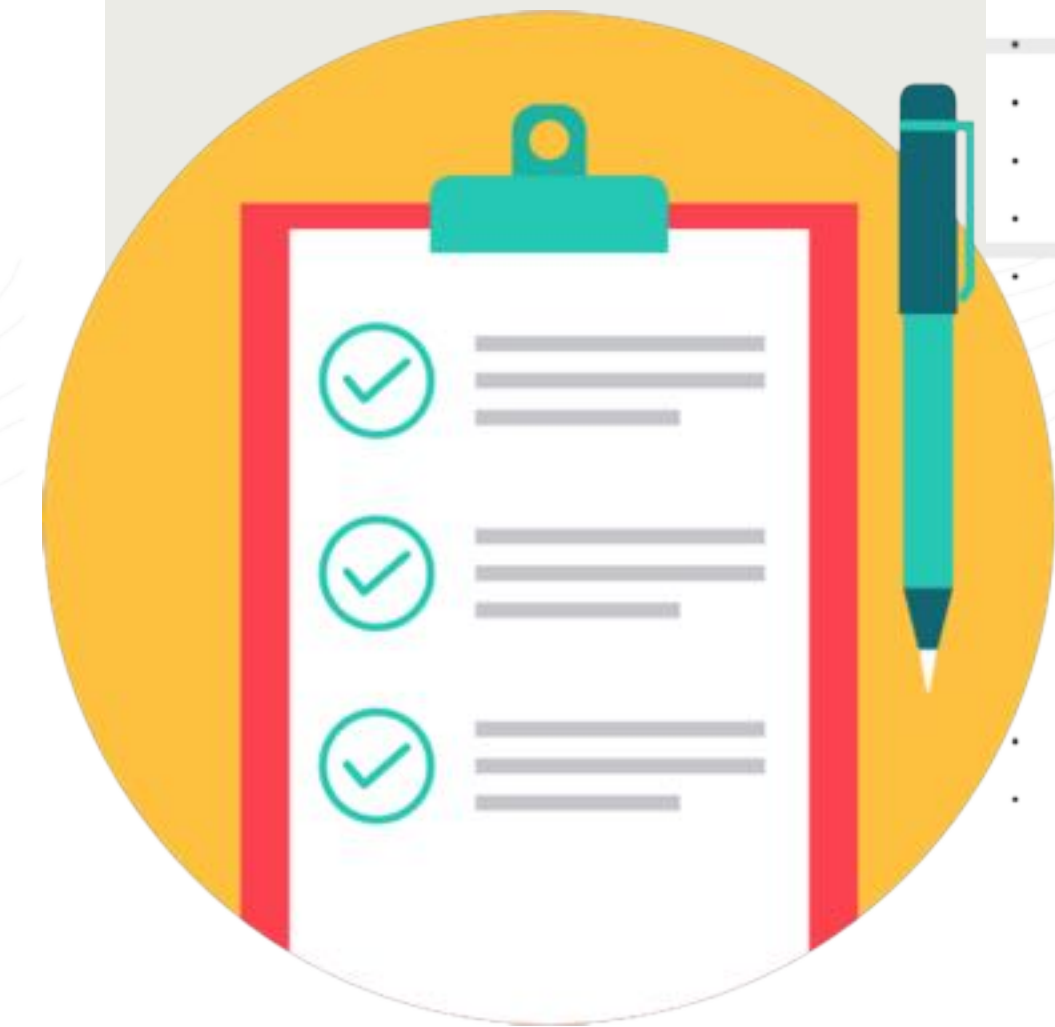
TIME TO LIVE (TTL)



SHARED KNOWLEDGE



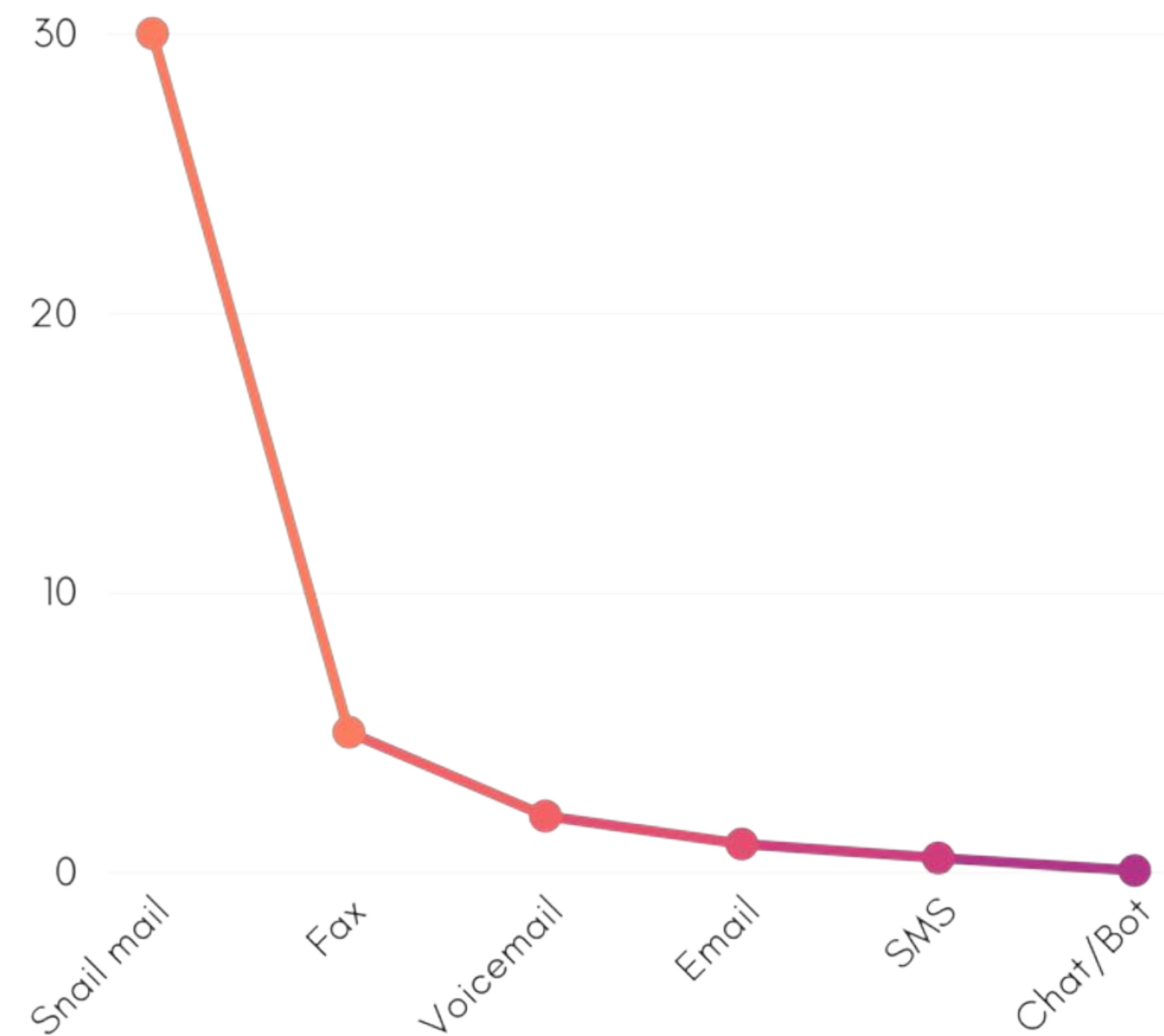
S.C.O.P.E





Acceptable T.T.L

Days per channel





Shared Knowledge

The collective total of information available for use.



S
C
O
P
E

Standardise
Contextualise
Optimise
Personalise
Empathize

HUBSPOT VIDEO



Today, people gravitate towards

personal, authentic videos.

The businesses that match this change are the ones we pay attention to. But video strategy is dated and our tools are incomplete. Growth through video can be transformative, but it won't happen if you don't match this change and bring video to your entire business.



HubSpot now elevates video

Across your entire business.

HubSpot Video helps you execute a video strategy that matches how people consume video today. Your sales team will build stronger relationships with more authentic 1-1 video emails, your services team will help people faster with personalized 1-1 video Tickets, and your marketing team will finally have all the tools they need to create, actionable, automated, ROI positive video campaigns.

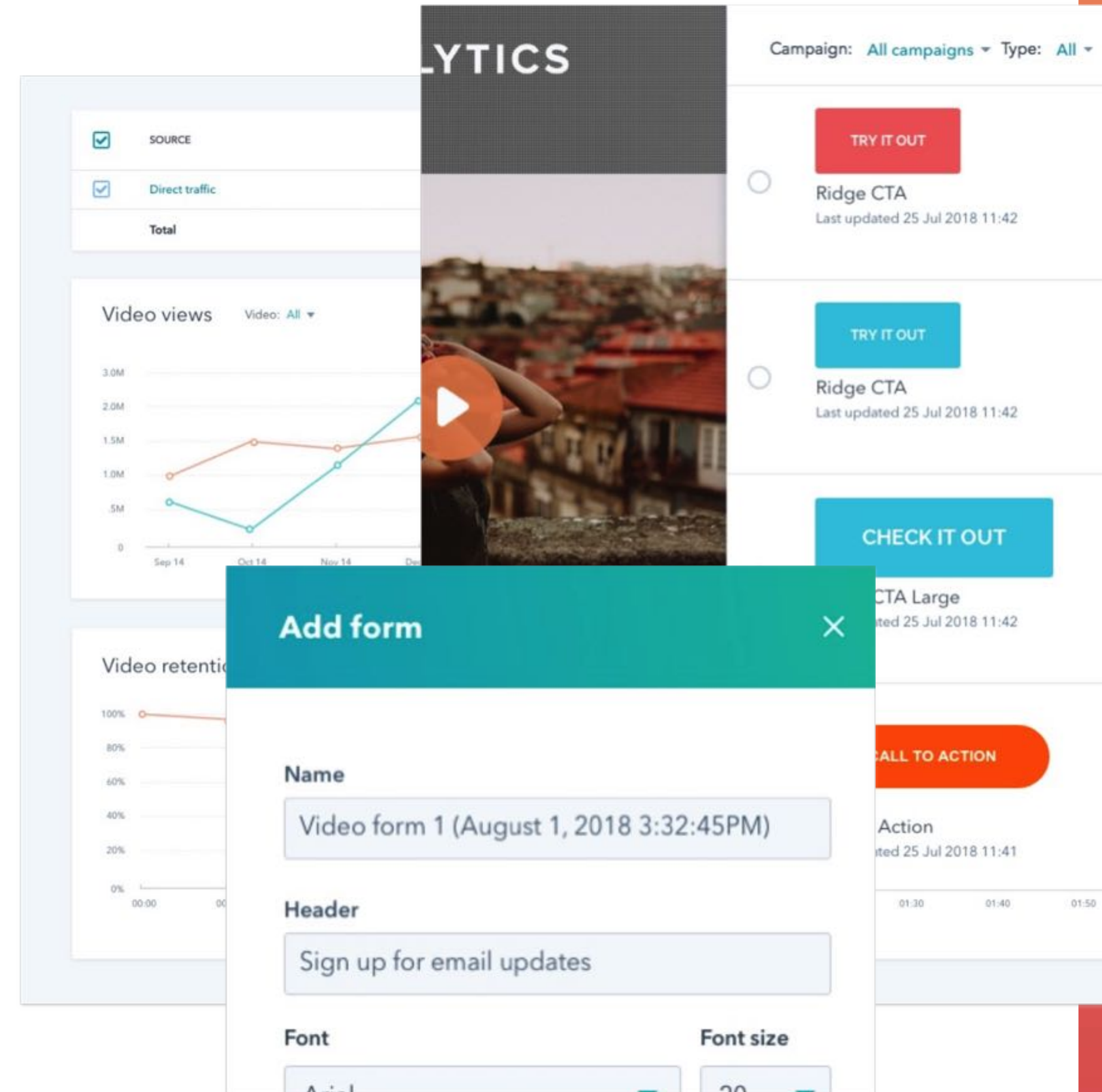


HubSpot Video Marketing

Marketers can now host and manage video files inside of HubSpot for free. Users can embed those videos into website pages, and blog posts with just one click, and add in-video CTAs and forms to make videos interactive.

New video landing page and blog post performance analytics help maximize the impact of video marketing campaigns.

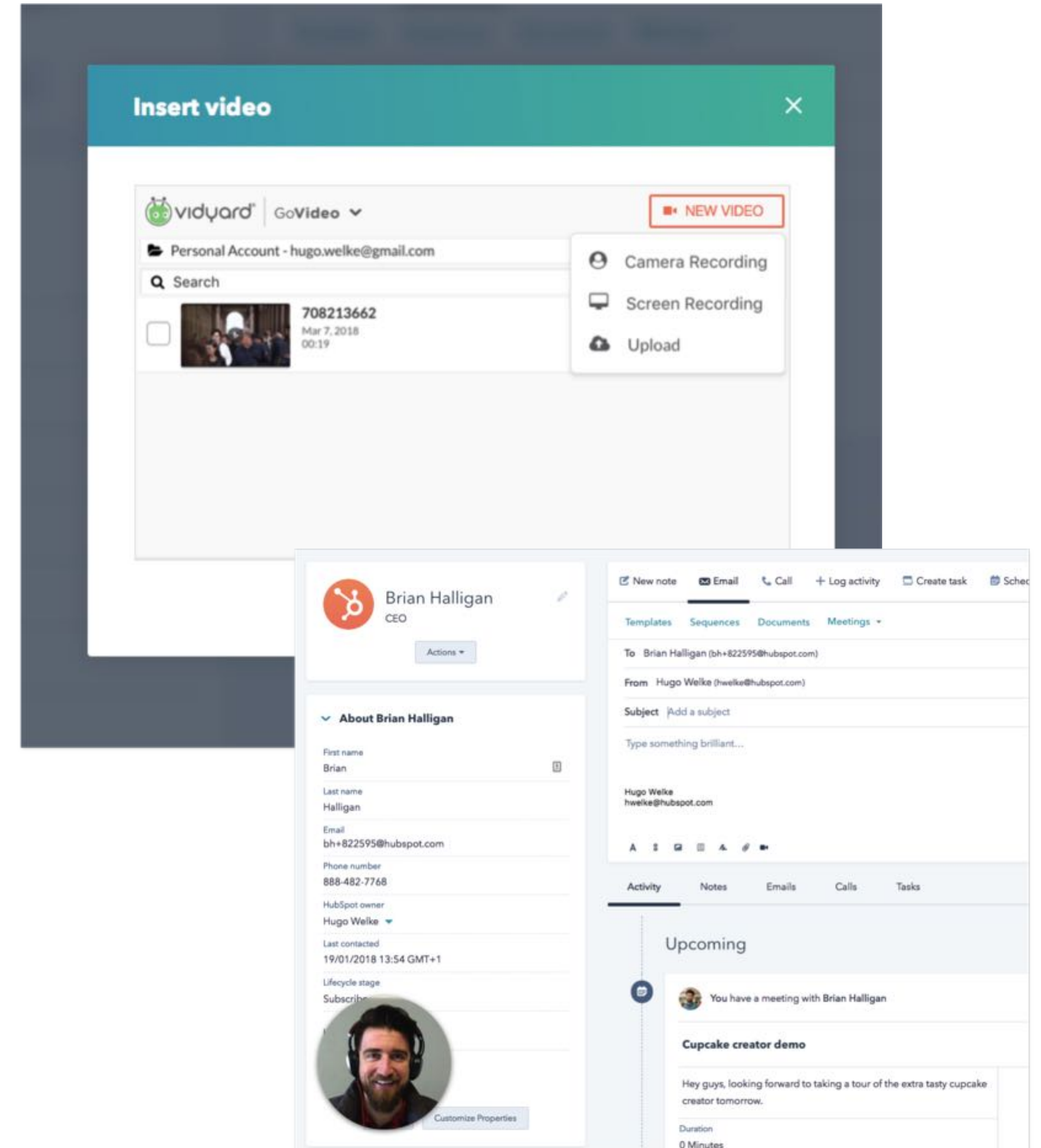
Available Now | Marketing Hub Pro & Enterprise



HubSpot Video Selling

Salespeople can build stronger relationships with prospects by creating, sharing, and tracking personalized videos right from the HubSpot CRM.

Available Now | Sales Hub Pro & Enterprise

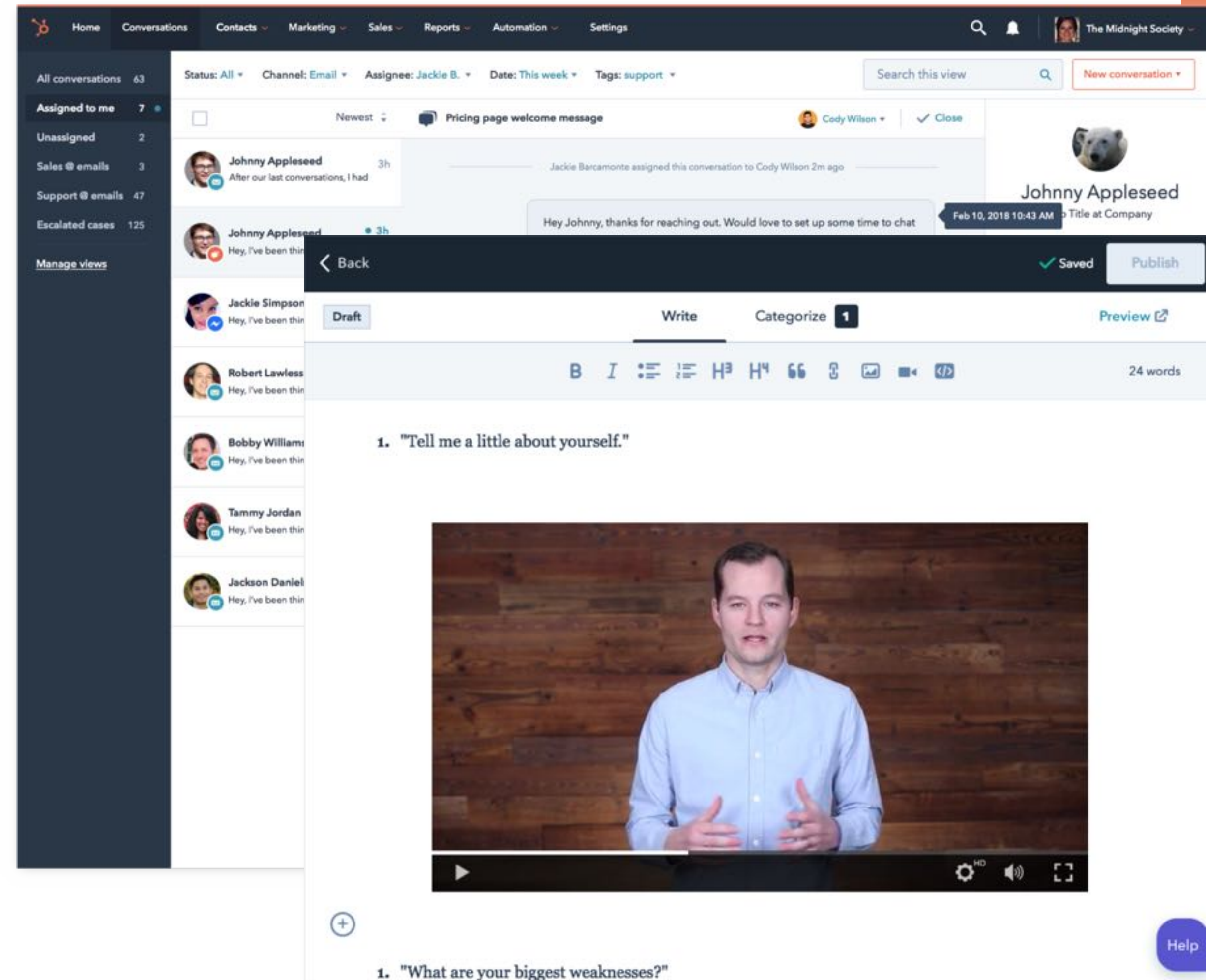


HubSpot Video Service

Service teams can help customers faster and more completely with personalized help videos created and shared directly from Service Hub.

Service agents can record their screen right from a ticket and send to customers, improving service and solving issues faster. Service teams can also host and embed videos in their knowledge base.

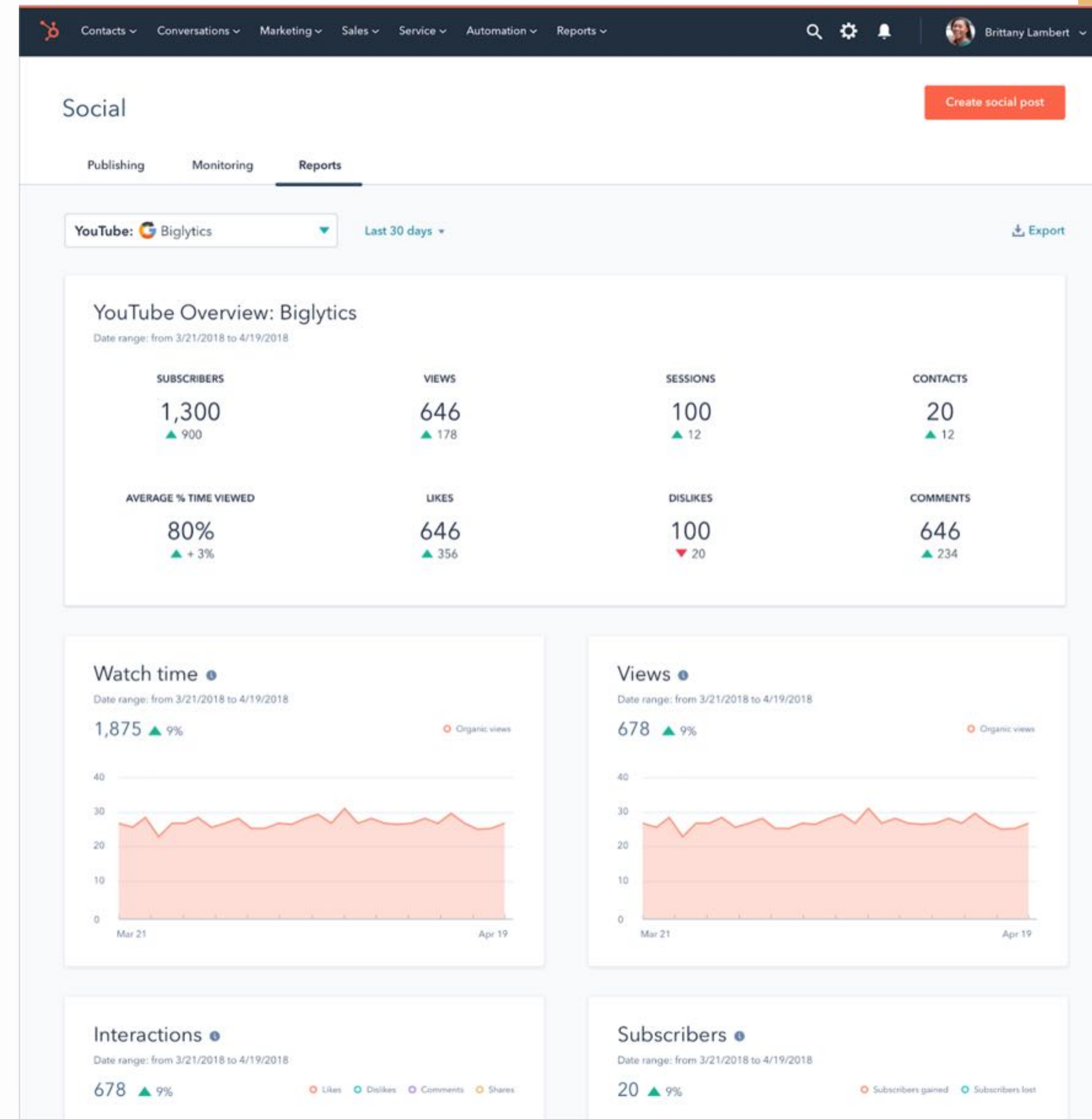
Available Now | Service Hub Pro & Enterprise



YouTube Integration

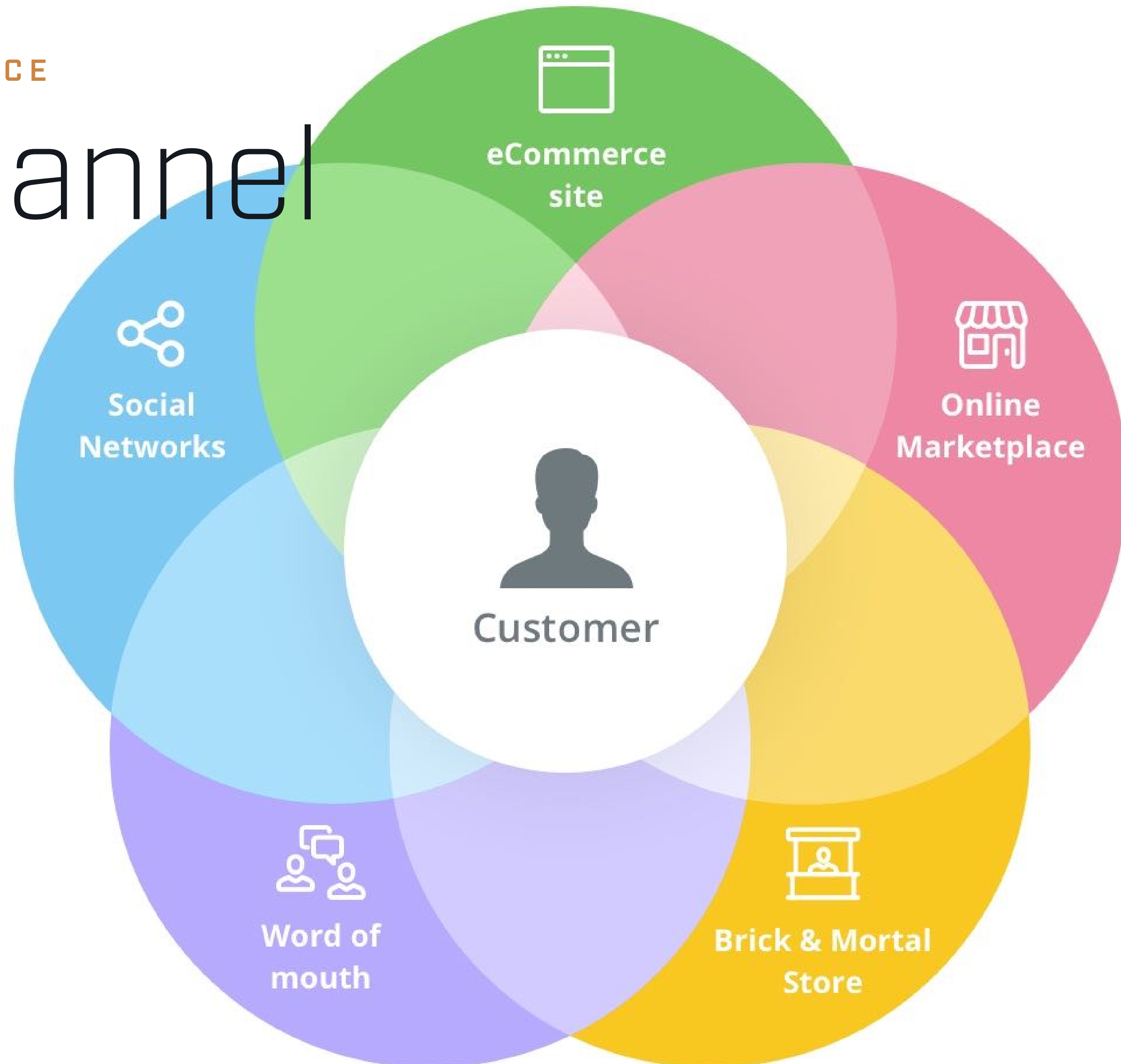
View detailed statistics on the performance of video content you've uploaded to YouTube.

In Beta | Marketing Hub Enterprise



FRITICIONLESS EXPERIENCE

Omni-Channel

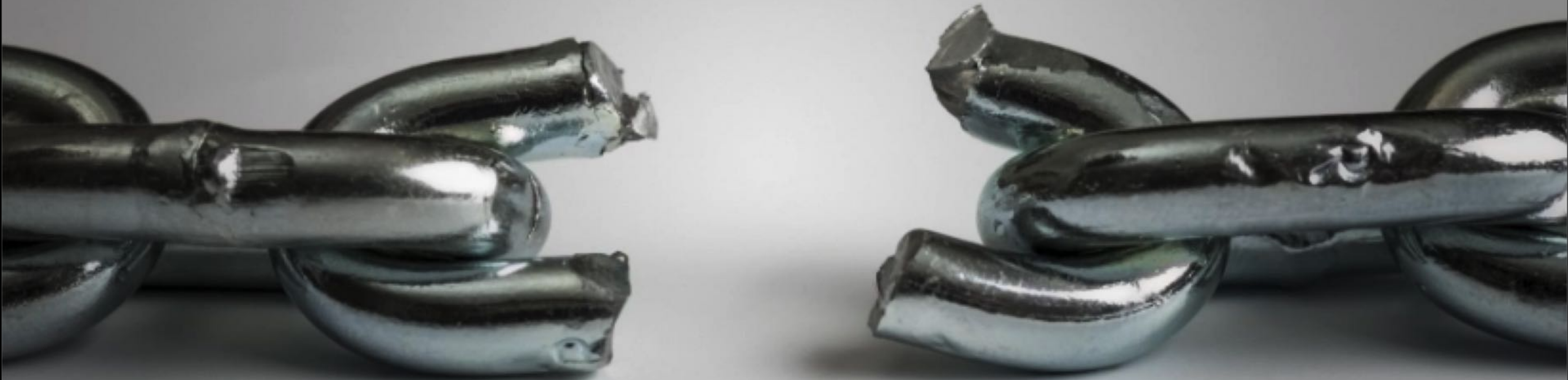




DELIVERING THE EXPERIENCE

The right message
At the right time
To the right person
With the right information
On the right channel

Every. Single. Time



If the salesperson can not **add value** beyond the information the buyer can find on their own, the buyer has no reason to engage with the salesperson.

eSignature

Collect signatures on quotes and other documents right inside of HubSpot.

Available Now | Sales Hub Enterprise

Create a quote

DETAILS BUYER YOUR INFORMATION SIGNING & PAYMENT PRODUCT

Signing and Payment

Signature options

☐ No Signature

☐ Include space for a print signature

☒ Use eSignature
100 more quotes can be eSigned this month
[What's this?](#)

Required signatures

☒ Sam Ganges (sam.ganges@bigly.tics)

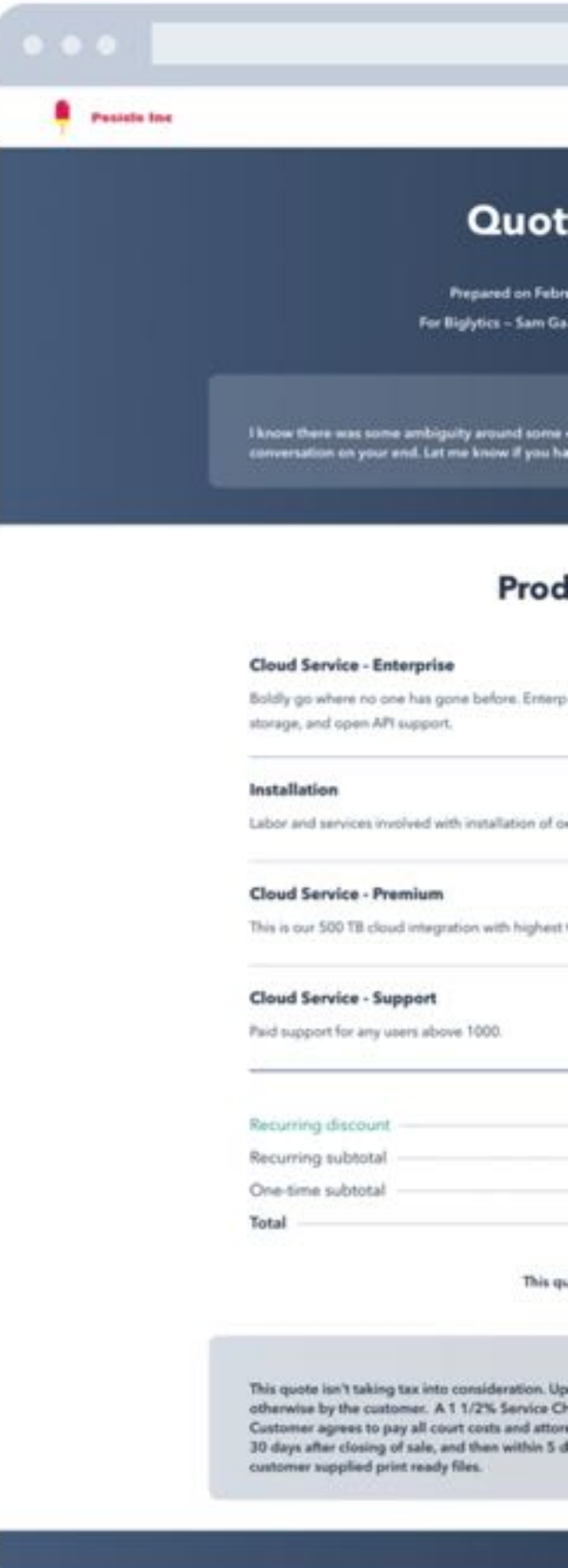
☒ Charlie Holbarth (charlie.holbarth@bigly.tics)

0 countersigners ▼

Payment options

☒ Use a connected Stripe account
Stripe receipts are always sent to your prospects
[What's this?](#)

☐ Collect shipping information on checkout



The preview shows a quote document with the following content:

- Quote
- Prepared on February 1, 2020
- For Biglytics - Sam Ganges
- I know there was some ambiguity around some of the details in our conversation on your end. Let me know if you have any questions.
- Product
- Cloud Service - Enterprise
Solidly go where no one has gone before. Enterprise-grade storage, and open API support.
- Installation
Labor and services involved with installation of our product.
- Cloud Service - Premium
This is our 500 TB cloud integration with highest performance.
- Cloud Service - Support
Paid support for any users above 1000.
- Recurring discount: _____
- Recurring subtotal: _____
- One-time subtotal: _____
- Total: _____
- This quote isn't taking tax into consideration. Up to 10% discount is available by the customer. A 1 1/2% Service Charge is applied to all quotes. Customer agrees to pay all court costs and attorney fees within 30 days after closing of sale, and then within 5 days after closing of sale. Customer supplied print ready files.

Quote Approvals

Require approval for quotes that meet certain criteria, like percentage discounts.

In Beta | Sales Hub Enterprise

Review Draft: Quote to approve

Once this quote is published, a web page link will be generated that your team can send to prospects.

HubSpot

PrintDownload

Quote to approve

Prepared on August 3, 2018 - #20180803-125550637

Comments

This is a great example of Quote that needs to be approved

Iuliia Palma - HubSpot

Products & Services

Test product	\$1,000.00
	\$999.00 discount \$1.00
	For 6 months
One-time discount	\$999.00
One-time subtotal	\$1.00
Total	\$1.00

This quote expires on September 30, 2018.

This total doesn't include any applicable taxes.

Questions?

Contact me

Iuliia Palma
ipalma@hubspot.com

HubSpot
25 First Street, 2nd floor
Cambridge, MA, United States
02141

Playbooks

Build a library of sales best practices and resources. Use rules-based automation to surface recommended content to your sales team, right inside of HubSpot.

Available Now | Sales & Service Hub Enterprise

The screenshot displays the HubSpot Playbook interface. At the top, a navigation bar includes 'Sales', 'Service', 'Automation', and 'Reports'. The main header is 'Playbook'. On the left, a sidebar contains a 'New note' button and a 'Leave a note...' text area. The main content area is divided into 'Activity' and 'Notes' tabs. The 'Activity' tab shows a timeline for 'June 2017' with two entries: a message icon and a profile picture of Charlotte A. The 'Notes' tab shows a 'Discovery Call Script' form. The form includes a title 'Discovery Call Script', a description 'Use this script when conducting a discovery call with new leads. Record answers for easy access later.', and a section 'How far out are you on making a purchase decision?' with three radio buttons: '1-3 months', '3-6 months', and '6+ months'. Below this is a 'Lifecycle stage' dropdown menu with 'Lead' selected. A large text area labeled 'Add notes here' is provided for additional input. At the bottom, there are 'Save' and 'Cancel' buttons.

ales ▾ Service ▾ Automation ▾ Reports

Playbook

Discovery Call Script

Use this script when conducting a discovery call with new leads. Record answers for easy access later.

How far out are you on making a purchase decision?

☒ 1-3 months ☐ 3-6 months ☐ 6+ months

Lifecycle stage

Lead

Add notes here

Goals:

Understand their business model, business goals, and why they chose goals.

- What are the top initiatives at the company right now?
- How does your business model work?
- Who is your target customer?
- How many customers do you have now?

Save Cancel



A TRUE STORY

Brand Experience



Thanks for riding with Rodrigo!

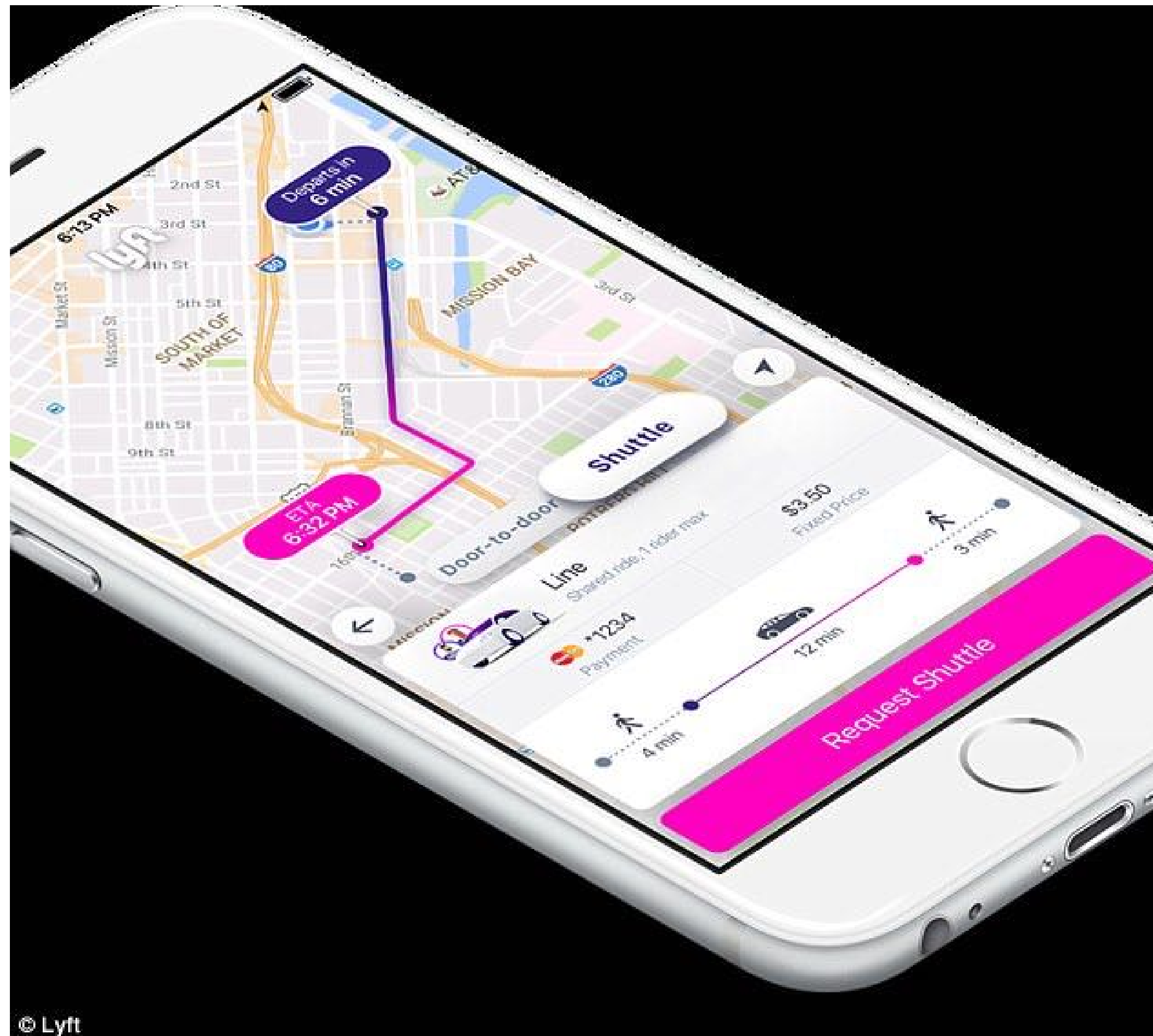
August 30, 2018 at 9:03 AM

Ride Details

Lyft fare (1.51mi, 6m 20s)		US\$5.80
<div><div>VISA</div> Visa *7965</div>		US\$5.80

This and every ride is
carbon neutral





© Lyft

Thursday, 30 August 2018 12:32:51 pm Pacific Daylight Time

Subject: [Lyft] Re: Follow-up from Lyft

Date: Thursday, 30 August 2018 9:26:15 am Pacific Daylight Time

From: Lyft <support@lyft-new.zendesk.com>

To: Tony Eades <tony@saltedstone.com>

##- Please type your reply above this line -##

Your request (125467014) has been updated. To add additional comments, reply to this email.

 **Passenger help bot (Lyft)**
Aug 30, 9:26 AM PDT

Tony,

Thanks for using our passenger help bot to let us know about your recent ride issue.

We take every ride with Lyft seriously, and any ride that doesn't meet our standards is carefully reviewed.

A member of our customer support team will email you once we start the review process.

Thank you for your patience,
Lyft

This email is a service from Lyft. Delivered by [Zendesk](#)

Thursday, 30 August 2018 12:31:45 pm Pacific Daylight Time

Subject: [Lyft] Re: Follow-up from Lyft

Date: Thursday, 30 August 2018 9:31:47 am Pacific Daylight Time

From: Lyft <support@lyft-new.zendesk.com>

To: Tony Eades <tony@saltedstone.com>

##- Please type your reply above this line -##

Your request (125467014) has been updated. To add additional comments, reply to this email.



Janea (Lyft)

Aug 30, 9:31 AM PDT

Hi Tony,

We appreciate your time and effort in reaching out to us about your promo.

It looks like your promotional credit should have applied. As courtesy, I've gone ahead and **refunded the full amount of \$5.80**, which will return to your account within 5–7 business days.

Welcome to Lyft, Tony! ☺ We are happy to have you as part of the community. Stay safe and have a great day ahead.

If there is anything else that Lyft can help you with, please do not hesitate to email us back.

All the best,

-- Janea

Lyft Support Representative

[Help Center](#)

[Ask Lyft on Twitter!](#)

Thursday, 30 August 2018 12:31:45 pm Pacific Daylight Time

Subject: [Lyft] Re: Follow-up from Lyft
Date: Thursday, 30 August 2018 9:31:47 am Pacific Daylight Time
From: Lyft <support@lyft-new.zendesk.com>
To: Tony Eades <tony@saltedstone.com>

##- Please type your reply above this line -##
Your request (125467014) has been updated. To add additional comments, reply to this email.

 **Janea (Lyft)**
Aug 30, 9:31 AM PDT

Hi Tony,

We appreciate your time and effort in reaching out to us about your promo.

It looks like your promotional credit should have applied. As courtesy, I've gone ahead and **refunded the full amount of \$5.80**, which will return to your account within 5–7 business days.

Welcome to Lyft, Tony! ☺ We are happy to have you as part of the community. Stay safe and have a great day ahead.

If there is anything else that Lyft can help you with, please do not hesitate to email us back.

All the best,

-- Janea

Lyft Support Representative


[Help Center](#)

[Ask Lyft on Twitter!](#)

Thursday, 30 August 2018 12:32:06 pm Pacific Daylight Time

Subject: [Lyft] Re: Follow-up from Lyft
Date: Thursday, 30 August 2018 9:46:47 am Pacific Daylight Time
From: Lyft <support@lyft-new.zendesk.com>
To: Tony Eades <tony@saltedstone.com>

##- Please type your reply above this line -##
Your request (125467014) has been updated. To add additional comments, reply to this email.

 **Tony Eades**
Aug 30, 9:46 AM PDT

Thank you @Lyft ... I love your service!

Cheers

Tony

	TONY EADES	
	CSO CEO (APAC)	
	(02) 8824 7880	saltedstone.com

[Want to schedule a meeting? Here's my calendar with my availability.](#)

Thursday, 30 August 2018 12:32:24 pm Pacific Daylight Time

Subject: [Lyft] Re: Follow-up from Lyft
Date: Thursday, 30 August 2018 10:25:50 am Pacific Daylight Time
From: Lyft <support@lyft-new.zendesk.com>
To: Tony Eades <tony@saltedstone.com>

##– Please type your reply above this line –##

Your request (125467014) has been updated. To add additional comments, reply to this email.



Janea (Lyft)

Aug 30, 10:25 AM PDT

Hi Tony,

You are very much welcome and it's been my pleasure to assist you.

I am more than happy to hear that you are having a great experience with us, and we'd love to continuously give you more of that! ☺

We value and appreciate your continued support. Stay safe and have a great day ahead, Tony. ☺

If there is anything else that Lyft can help you with, please do not hesitate to email us back.

All the best,

-- Janea

Lyft Support Representative

[Help Center](#)

[Ask Lyft on Twitter!](#)

Thursday, 30 August 2018 12:32:24 pm Pacific Daylight Time

Subject: [Lyft] Re: Follow-up from Lyft

Date: Thursday, 30 August 2018 10:25:50 am Pacific Daylight Time

From: Lyft <support@lyft-new.zendesk.com>

To: Tony Eades <tony@saltedstone.com>

##- Please type your reply above this line -##

Your request (125467014) has been updated. To add additional comments, reply to this email.



Janea (Lyft)

Aug 30, 10:25 AM PDT

Hi Tony,

You are very much welcome and it's been my pleasure to assist you.

I am more than happy to hear that you are having a great experience with us, and we'd love to continuously give you more of that! ☺

We value and appreciate your continued support. Stay safe and have a great day ahead, Tony. ☺

If there is anything else that Lyft can help you with, please do not hesitate to email us back.

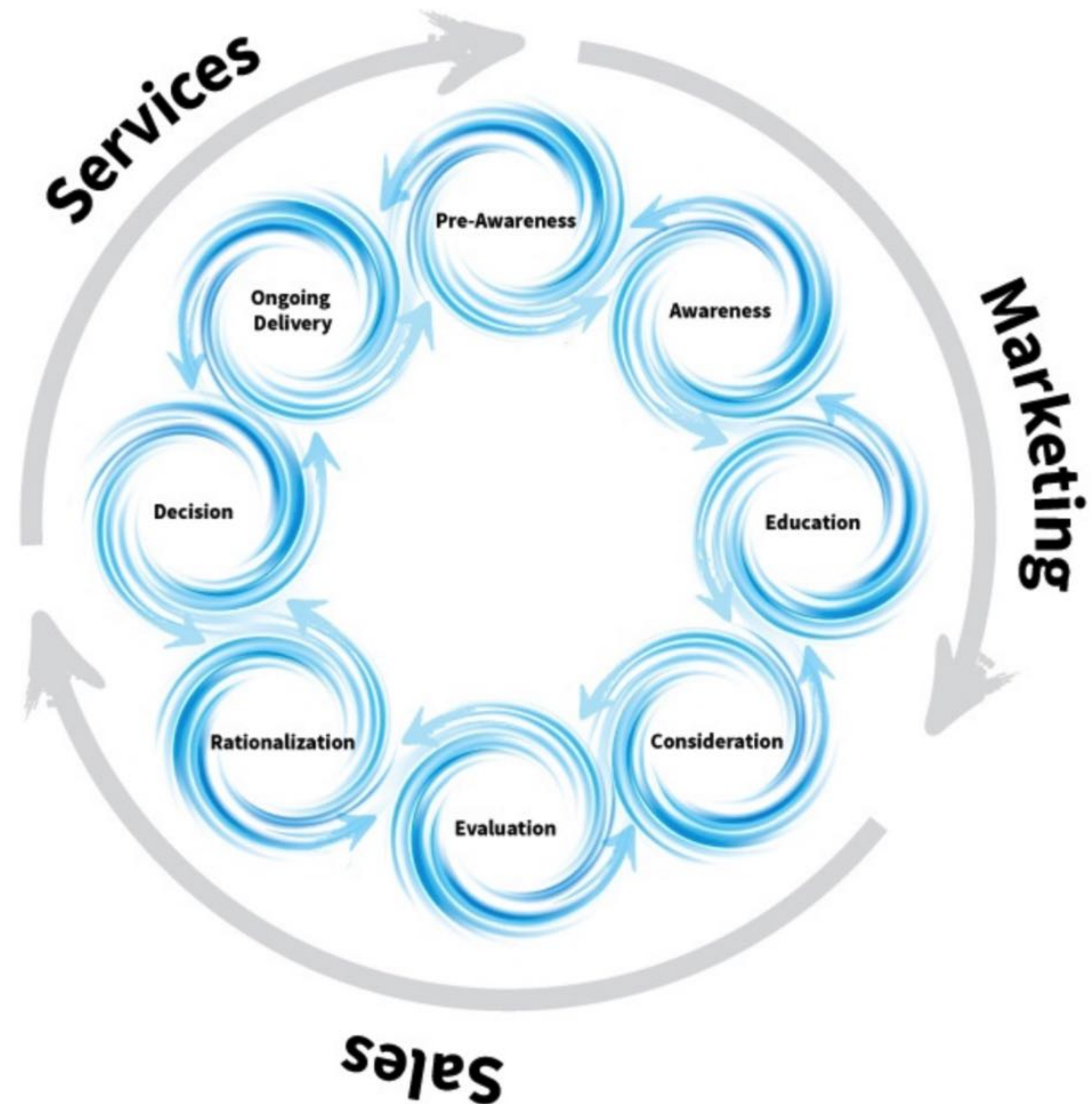
All the best,

-- Janea

Lyft Support Representative

[Help Center](#)

[Ask Lyft on Twitter!](#)



DIGITAL MARKETING TRENDS

Brand Choice





#SydneyHUG

15 Minute Break



MOBY
SIDDIQUE



@MobySiddique

Digital Marketing Strategist
RedPandas Digital

SYDNEY HUG CO-LEADER

#SydneyHUG

HubSpot Expert Trends Panel



Harry Bown

Senior Inbound Growth Specialist.
HubSpot



James Gilbert

Marketing Director, APAC
HubSpot



Cindy Huang

Customer Success Manager
HubSpot

#SydneyHUG



Thank You for coming
Next HUG: See you in 2019

<https://sydney.hubspotusergroups.com/feedback>